

我國有線電視系統公用頻道節目內涵之研究-以台北市公共頻道為例

論文摘要

基於有線電視系統多頻道資源及其準公用事業之責任，有線廣播電視法規定有線電視系統業者需提供公用頻道，以落實媒介接近使用權，其積極目的在保障言論自由，保障民眾擁有表達意見之管道，促進社會多元發展。理論上，公用頻道作為公共論域之角色甚明，實務上，期待有線電視公用頻道能結合有線電視區域性特色，對保存區域內的文化以及對區域內民眾的教育，能展現區域性媒體功能，對社區發展有所貢獻。爰此，有線電視公用頻道的節目內涵及對該頻道節目內容的檢核指標，自與媒體公共論域理論及媒介多元化理念關係甚巨。

本文從公用頻道的理念出發，探討媒體公共論域理論以及多文化主義論說，作為公用頻道結構面的探討，並結合區域性媒體於實務面所應具備的功能，提出對公用頻道節目內涵的建議，復以媒介多元化指標作為評鑑公用頻道內容表現之依據。

最後舉台北市公共頻道為例，探討其營運情形與節目表現，作為理論與實務的對照。台北市公共頻道因已具備相對完整的監督機制，經費來源，頻道播出流程等，故以此為例，統計分析該頻道在開播第二年起一年半間所有之申請單位及節目內容，以來源面向、內容面向、議題面向三項指標檢核台北市公共頻道多元化的表現，完整呈現台北市公共頻道節目內容現況，最後回歸公共論域理論與多文化主義論說，提出對我國公用頻道經營之建議。

關鍵詞：公用頻道、台北市公共頻道、媒體公共論域、多文化主義

The contents of the public access channel for cable operator in Taiwan

Case study : The public access channel in Taipei city.

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<Abstract>

Based on the responsibility of semi-utility and the resource of multi-channel in cable operator, Cable Radio and Television Law regularizes the cable operator is obliged to provide the public access channel in order to carry out the right which accessing the media. The positive purpose is to protect the freedom of speech, to protect the channel which people can express their opinions, to facilitate the various developments in the society.

Theoretically, it is very obvious that the public access channel is done as the role of the public sphere ; practically, it is expected that it can be combined the features of the cable operator, to preserve community cultures and educate community citizens as well as to develop the function of the community media. Therefore, the contents of the public access channel concern the theory of the public sphere and the belief of multiculturalism very closely.

This essay starts from studying the theory of the public sphere and multiculturalism . Meanwhile, it combines the functions of community media in practice . Finally, taking the public access channel in Taipei city as the example, to study the operating and the performance of programs as the contrast between the theory and practice. Finally, citing the theory of the public sphere and multiculturalism again in order to submit the suggestions of operating for the public access channel in Taiwan.

Key Words : the public access channel、 the public access channel in Taipei、 the public sphere、 the multiculturalism